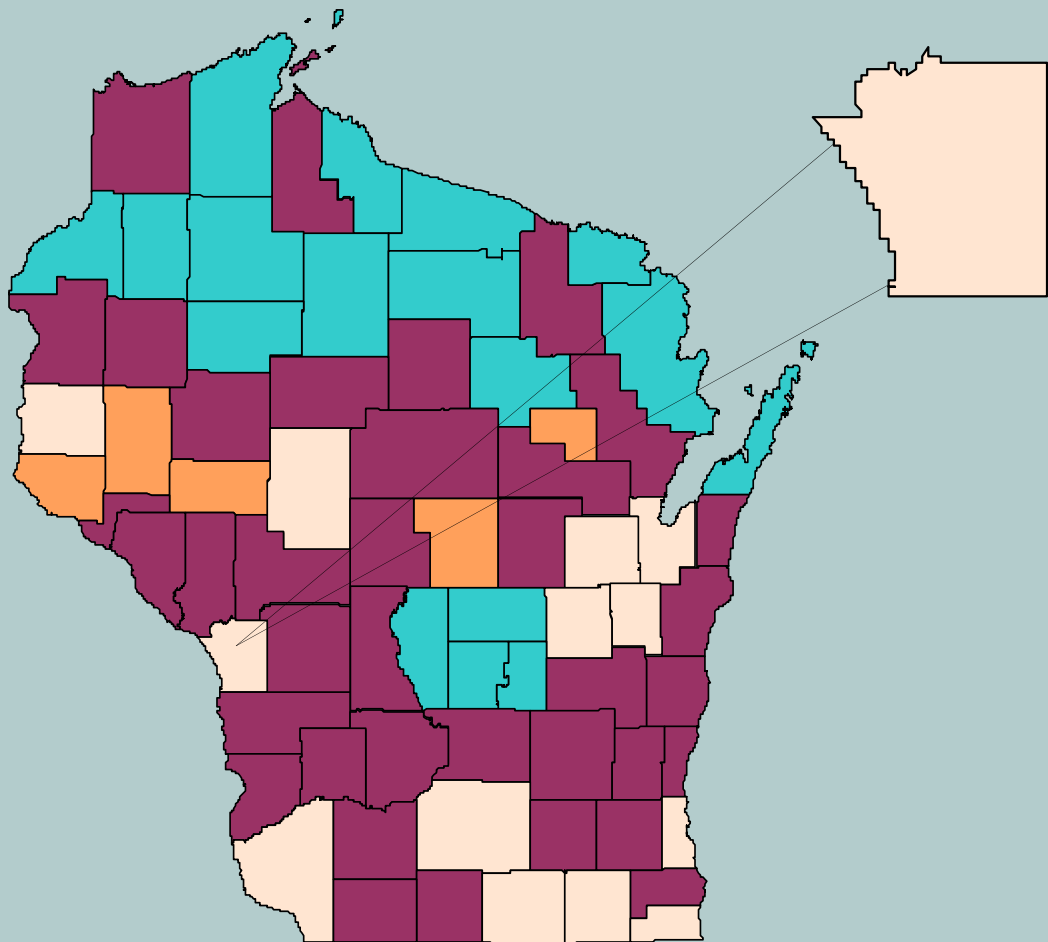


La Crosse County Workforce Profile

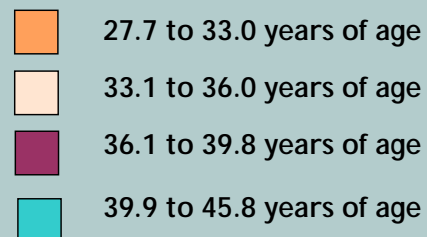
Median Age by County, 2000



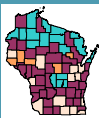
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

During the first year of the new millennium, La Crosse County's population increased 0.5 percent, just a bit shy of keeping pace with state and national growth rates. In 2001, the fastest growing municipalities in La Crosse County were the towns of Campbell and Hamilton, as well as the village of Holmen. Population in the county's largest city (La Crosse) declined during the course of the year. The population growth pattern in La Crosse County is indicative of many metropolitan counties; increasing populations in cities and towns surrounding the county's largest city and stagnant or declining populations in the county's central city.

Increase in La Crosse County's population between the 1990 and 2000 Censuses was strong. The 1990 Census reported La Crosse County's total population at 97,904. The population total reported for La Crosse County from Census 2000 was 107,120, an increase of 9,216 and a 9.4 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing La Crosse County municipalities during the 90s decade include; Ona-

aska - grew 30 percent, Holmen - grew by 92 percent, and West Salem - where population grew by a 31 percent rate.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that La Crosse County's population increases are split almost evenly between the two ways in which a county can increase its population. About 52 percent of the population increase recorded in La Crosse County in 2001 was due to persons moving into the county. In 2001, 260 new residents were added as a result of the county's birth rate exceeding its death rate and 283 were added due to positive net migration into La Crosse County.

La Crosse County, as many Wisconsin Counties, is experiencing an aging resident population. However, while La Crosse County's median age has been on the rise for several decades now, the county is still 'younger' than surrounding counties and is aging

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
La Crosse County	107,120	107,663	0.5%

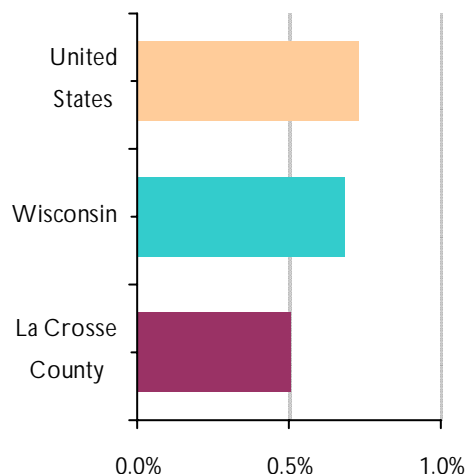
Ten Largest Municipalities

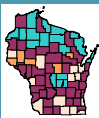
La Crosse, City	51,818	51,604	-0.4%
Onalaska, City	14,839	14,949	0.7%
Holmen, Village	6,200	6,383	3.0%
Onalaska, Town	5,210	5,262	1.0%
West Salem, Village	4,738	4,775	0.8%
Shelby, Town	4,687	4,714	0.6%
Campbell, Town	4,410	4,609	4.5%
Holland, Town	3,042	3,068	0.9%
Hamilton, Town	2,103	2,142	1.9%
Farmington, Town	1,733	1,756	1.3%

* La Crosse portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001

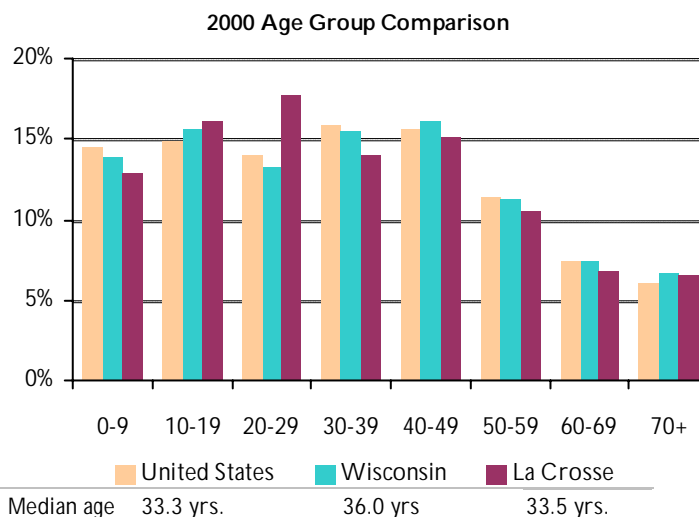




State of Wisconsin - La Crosse County

slower than the state as a whole. . In 1980, the median age of a La Crosse County resident was 27.7, in 1990 it was 31.2, and by the year 2000 the median age of a La Crosse County resident had climbed to 33.5 years old. La Crosse County's average resident is 2.5 years younger than the average state resident. The median age in La Crosse County is quite close to the national average.

When examining the age cohort charts on the right, one notices that the percentage of the La Crosse County resident population in the 20-29 year old age cohort makes up a substantially larger part of La Crosse County's population than that same cohort does on a state or national level. The presence of three institutes of higher learning in the county help inflate the percentage of residents in the 20-29 year old age cohort. However, it appears that many graduates leave the county once their education is complete, as the percentage of the La Crosse County resident population in the 30-39 and 40-49 year old age cohorts make up a smaller part of La Crosse County population base than those cohorts do on a state or national level.

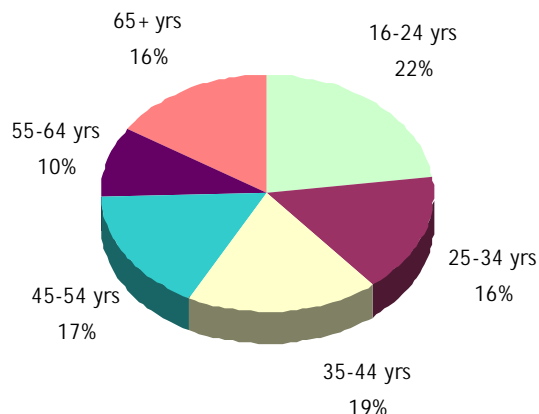


Source: US Department of Commerce, Census Bureau, *Census 2000*

Despite the fact that on a percentage basis, the 10-19 and 20-29 year old age cohorts are strong in La Crosse County, La Crosse County employers that count on workers aged 16-24 are finding it increasingly difficult to find and retain workers. The La Crosse County 40-49 age cohort and 50-59 age cohorts will increase their share of county population as the baby boomers age.

County Civilian Labor Force

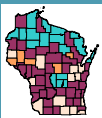
La Crosse County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

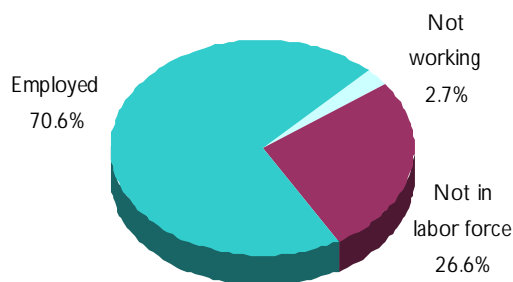
The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed). The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Persons in a prison, mental institution, or nursing homes are not counted as members of the labor

(Continued on page 3)



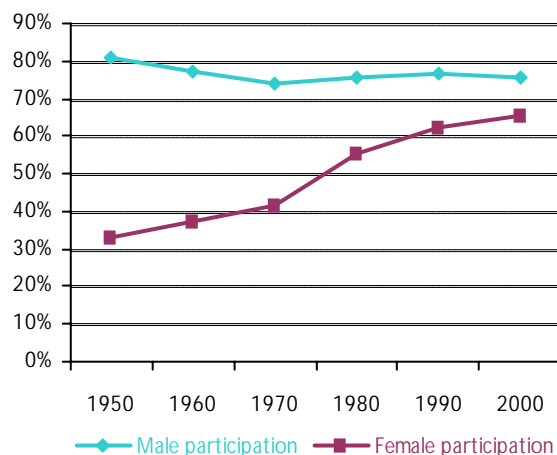
State of Wisconsin - La Crosse County

2001 Labor Force Participation



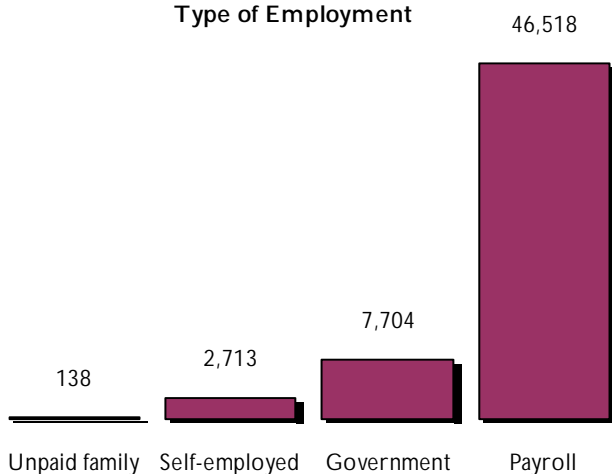
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

force, nor are they counted as unemployed.

The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last 20 years has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in La Crosse County was 73.3 percent. La Crosse County has a substantially higher rate of participation in the workforce than does the nation (67.2). La Crosse's participation rate is roughly in line with the State of Wisconsin's (73.5) participation rate. La Crosse County had the 25th highest participation rate out of Wisconsin's 72 counties in 2001.

The chart on the left details the male and female labor force participation rate since 1950 in La Crosse County. This analysis shows two divergent trends. Since 1950, the male labor force participation rate has declined in the county, decreasing by about five percent. This decrease is the result of two economic factors. First, the agriculture sector in the county has experienced significant declines over the past half century, resulting in the closure of a large number of family farms. At the same time, the manufacturing sector, which has traditionally been the dominant source of non-farm employment in the county has declined.

Conversely, the growth in female participation in the labor force has come as a result of a number of social factors which have been discussed in great detail in a variety of media. Additionally, a number of concrete economic factors have led to a growing number of women in the workplace. As a result of job losses in traditional industries in the past thirty years, the number of dual income households in the county have increased significantly. Additionally, over the past decade, the growth of career opportunities in non-traditional, service-based industries has surpassed the decrease in traditional industries, again drawing more women into the workforce.

(Continued on page 4)

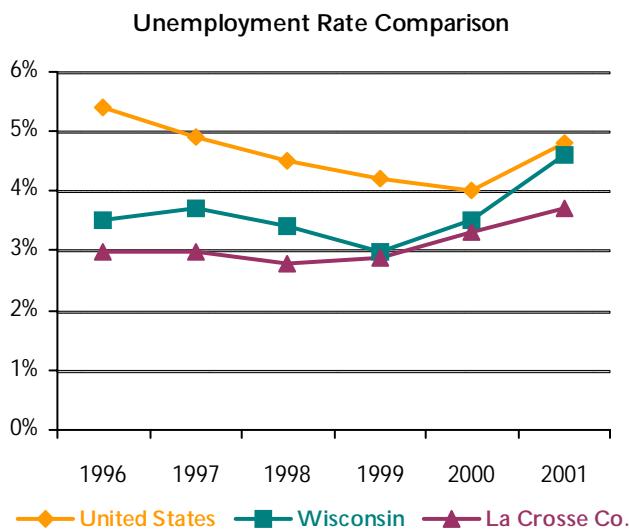


State of Wisconsin - La Crosse County

Only modest changes in the type of employment held by La Crosse County residents were reported between the 1990 and 2000 Censuses. The percentage of workers that held payroll jobs changed little (81.5 percent in 2000, 80.8 percent in 1990). The number of self-employed workers declined from 5.5 percent in 1990 to 4.8 percent in 2000 and reflects the continued decline of the individual family farm. Counties that surround La Crosse have higher percentages of self employed workers than La Crosse County does, reflecting the more rural nature of the surrounding counties.

La Crosse County residents are driving to work alone more and carpooling less. In the 1990 Census, 74 percent of La Crosse County residents drove to work alone and 11 percent carpoolled. According to Census 2000, 81 percent of La Crosse County residents drove to work alone and 9 percent car-pooled.

The time it takes La Crosse County residents to get to work is increasing. In 1990, the average La Crosse County worker took 15.4 minutes to get to work, in the year 2000 that increased to an average

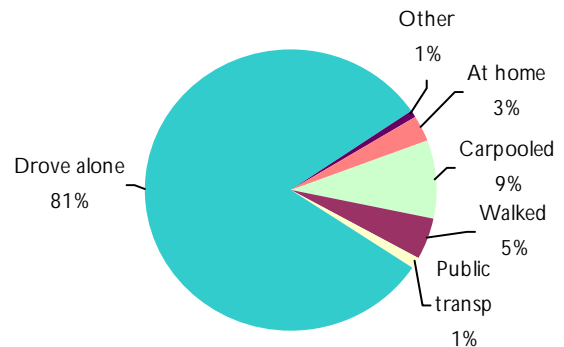


La Crosse County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	60,500	60,600	60,500	59,200	60,200	61,300
Employed	58,700	58,800	58,800	57,500	58,200	59,000
Unemployed	1,810	1,800	1,680	1,720	1,970	2,270
Unemployment Rate	3.0%	3.0%	2.8%	2.9%	3.3%	3.7%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

commute of 17.3 minutes. Increased job opportunities, increased commuting traffic coming from Houston County Minnesota and Vernon County Wisconsin, and the ever increasing number of La Crosse County residents moving outside the City of La Crosse and commuting into the city for work are the major reasons for these increasing travel to work times.

On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet.

In the 90s decade, La Crosse County's unemployment rate have declined. In 1994 and 1995, La Crosse County's annual average unemployment rate was 4.4 percent. Throughout the middle of the decade, unemployment rates fell, hitting a record low of 2.8 percent in 1998. Unemployment rates in 2000 and 2001 have increased due to the recent economic slowdown, exasperated by the tragedy in September 2001, but rates remain below rates witnessed in La Crosse County in the early 1990s.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	62,022	63,258	64,703	65,851	67,096	67,437	0.5%	8.7%
Goods Producing	12,936	13,352	13,854	13,461	12,992	12,441	-4.2%	-3.8%
Construction & Mining	2,391	2,472	2,580	2,752	2,649	2,646	-0.1%	10.7%
Manufacturing	10,544	10,880	11,275	10,709	10,343	9,795	-5.3%	-7.1%
Durable	5,574	5,859	5,928	5,693	5,618	5,364	-4.5%	-3.8%
Nondurable	4,971	5,021	5,346	5,016	4,726	4,431	-6.2%	-10.9%
Service Producing	49,086	49,906	50,849	52,389	54,104	54,996	1.6%	12.0%
Transportation, Communications & Utilities	2,499	2,545	2,762	2,919	2,982	3,148	5.6%	26.0%
Total Trade	18,053	17,467	17,154	17,426	17,817	17,952	0.8%	-0.6%
Wholesale	4,022	4,043	4,113	4,132	4,352	4,400	1.1%	9.4%
Retail	14,032	13,424	13,041	13,294	13,465	13,552	0.6%	-3.4%
Finance, Insurance, and Real Estate	2,401	2,297	2,343	2,589	2,945	3,066	4.1%	27.7%
Services & Misc.	17,615	18,917	19,777	20,418	20,916	21,372	2.2%	21.3%
Total Government	8,518	8,680	8,813	9,036	9,443	9,457	0.1%	11.0%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

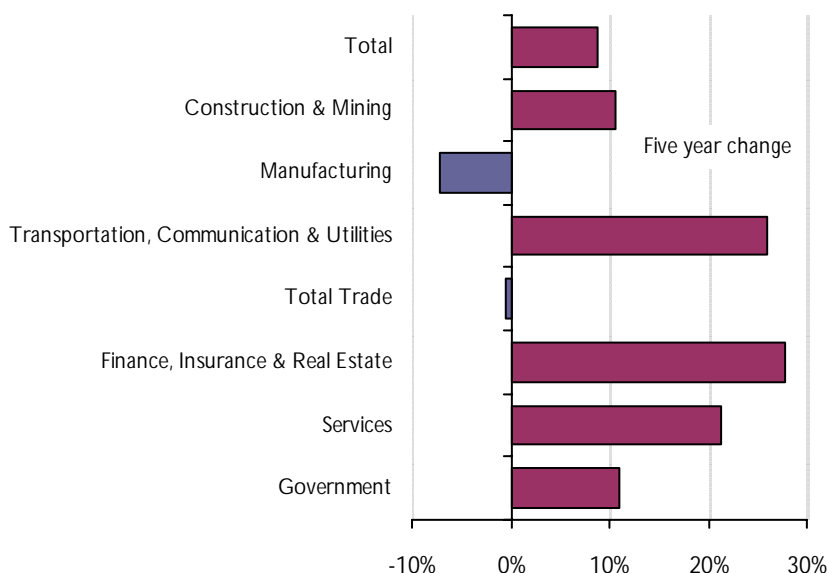
Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Numerous persons outside La Crosse County commute into the county for work; this is a significant

reason why in 2001, the number of nonfarm jobs in La Crosse was 6,100 more than the number of employed residents within the county.

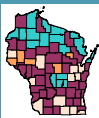
In La Crosse County, nonfarm wage and salary employment has increased by 5,400 during the period detailed above. While the finance, insurance, and real estate industry experienced the greatest percentage change in employment during this time period, the numerical growth in employment during this time was a moderate increase of 600. The sector that experienced the largest numerical growth during this time was the service industry group, increasing employment by 3,700. Almost half of all employment in the service industry in La Crosse County is in the health services sector, much higher than the state or national average level of health services employment.

The decline in the retail trade industry reported above is more of a statistical anomaly than a reflection of actual economic conditions. The retail trade level in 1996 was over estimated due to a statistical inconsistency in the reported data.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



State of Wisconsin - La Crosse County

Top 10 Private Employers

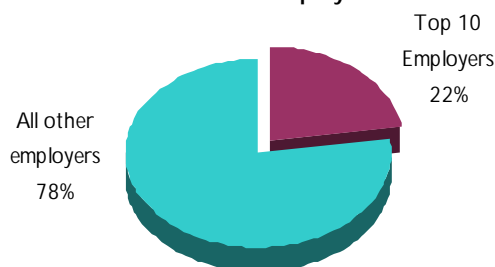
Company	Product or Service	Size
American Standard	Refrigeration/Heating Equipment	1000+
Gundersen Clinic	Health Care Provider	1000+
Lutheran Hospital-La Crosse	General Hospital	1000+
Franciscan Skemp Medical Center	General Hospital	1000+
Reinhart Foodservice	Grocery Warehousing and Distribution	1000+
First Federal Savings Bank	Bank	1000+
Kwik Trip	Convenience Stores	500-999
Apac Customer Services	Telemarketing/Contract Customer Service	500-999
Centurytel Service Group	Telecommunications	500-999
Fleming Companies	Grocery Warehousing and Distribution	500-999

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	99	8,958	78	877
Educational Services	23	5,394	39	712
Eating and Drinking Places	204	4,917	41	145
Industrial Machinery and Equipment	*	*	*	*
Business Services	140	3,256	145	1,480
Wholesale Trade-Nondurable Goods	70	2,649	178	221
Social Services	62	2,307	-31	85
General Merchandise Stores	*	*	*	*
Printing and Publishing	31	1,777	104	505
Food Stores	33	1,718	115	238

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There was a total of 2,862 employers in La Crosse County in 2001. The top ten private sector employers employ 22 percent of all workers working in La Crosse County. Just one of the ten largest private employers is in the manufacturing industry, five years ago four of the ten largest employers were in the manufacturing industry. The three employers that disappeared off the list, La Crosse Footwear, Northern Engraving, and G Heileman

Brewing experienced substantial layoffs and/or plant closings.

La Crosse County continues to follow national trends, with the percentage of area jobs in manufacturing decreasing and the percentage of area jobs in services increasing. La Crosse's local economy is particularly strong in health care and education. La

(Continued on page 7)



State of Wisconsin - La Crosse County

La Crosse has two major hospitals/health care organizations, and three institutes of higher learning. Employers joining La Crosse County's top ten list in the last five years include First Federal, Apac, Centurytel, and Kwik Trip.

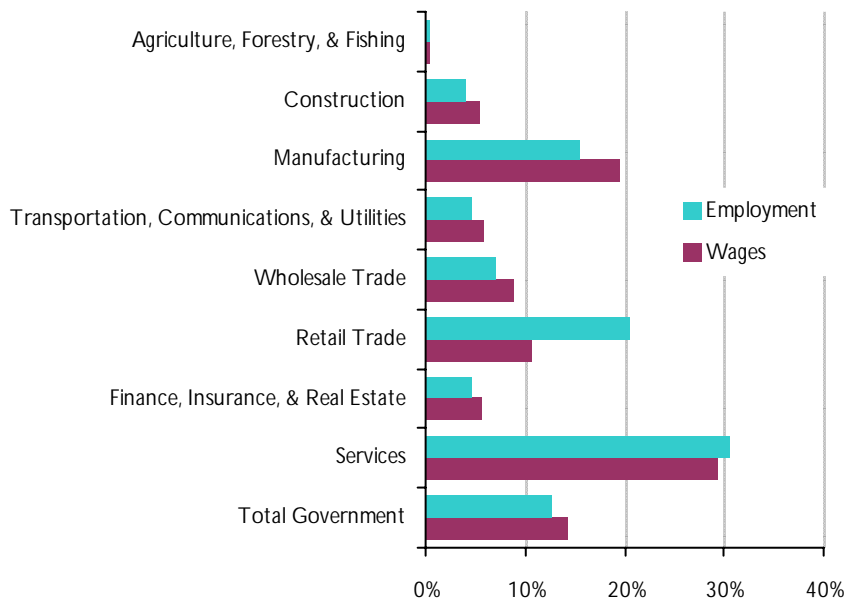
The table and chart below provides information regarding wages for La Crosse County workers and their relationship to employment. Average wages at the county level are about 91 percent of statewide averages for all industries. La Crosse's wages

have gained some since 1995, where La Crosse County wages were 89 percent of the statewide average, but are down from their high of 93 percent in 1998. In 1998, four industries— commercial agriculture, construction, transportation, and services paid wages in excess of the statewide average. All four of those industries have slipped below the statewide average.

Over the last three years in La Crosse, it's likely that hiring in other service industry sectors has outpaced the hiring in the higher paying education and health service sectors. The economic slowdown of 2001-2002 has helped to strain educational institution budgets. Health services hiring has been strained by the economic slowdown, changed Medicare/Medicaid reimbursements, and shortages of health service workers in key occupations.

Manufacturing employment represents 15.5 percent of total employment and 19.6 percent of wages paid in La Crosse County. Overtime wages influence the total earnings of many manufacturing workers. In addition, entry level wages in manufacturing are higher than the entry level wages found in the retail trade and service sectors.

Employment & Wage Distribution by Industry Division

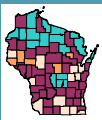


Annual Average Wage By Industry Division

	La Crosse Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 28,257	\$ 30,922	91.4%	3.6%	20.2%
Agriculture, Forestry, & Fishing	\$ 19,991	\$ 22,565	88.6%	-3.7%	-6.7%
Construction	\$ 38,159	\$ 39,011	97.8%	0.4%	15.3%
Manufacturing	\$ 35,733	\$ 39,739	89.9%	5.8%	19.1%
Transportation, Communications, & Utilities	\$ 34,988	\$ 36,639	95.5%	2.1%	15.3%
Wholesale Trade	\$ 36,201	\$ 40,521	89.3%	-0.3%	18.1%
Retail Trade	\$ 14,710	\$ 14,596	100.8%	5.1%	24.8%
Finance, Insurance, & Real estate	\$ 33,837	\$ 40,933	82.7%	9.3%	27.9%
Services	\$ 27,189	\$ 28,775	94.5%	4.3%	17.2%
Total Government	\$ 31,791	\$ 33,785	94.1%	2.5%	14.9%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



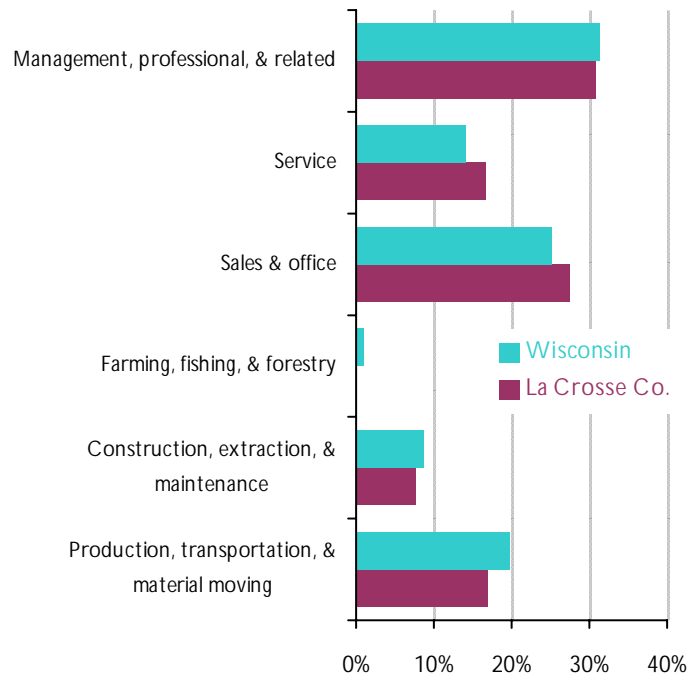
Occupation and Education Characteristics of County Population

Two additional factors that are vital to the composition of La Crosse County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First, the smaller than statewide average presence of manufacturing is apparent in La Crosse County's occupational distribution; almost 20 percent of Wisconsin residents work in production, transportation and material moving occupations. However, in La Crosse County 17 percent of residents work in those occupations, and many of those do not work in manufacturing, but in La Crosse's strong trucking and transportation industry. Almost one-in-four La Crosse residents worked in a production occupation in 1990.

A slightly smaller percentage of workers in the county are employed in management and professional occupations than the state as a whole. Still, more La Crosse County workers (and workers statewide) had management or professional occupations than jobs in any other occupational cluster. In 1990, just over 28 percent of La Crosse County residents worked in management or professional occupations but by the year 2000 that percentage

Employment by Occupation Group: 2000

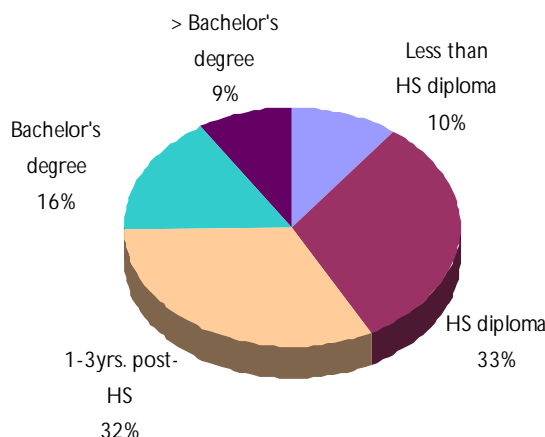


US Department of Commerce, Census 2000

increased to 31 percent in La Crosse County.

While exact destination commuting data is not available from Census 2000 yet, it is known that as of the year 2000, only 9 percent of La Crosse County residents worked in a county other than their county of residence.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Ninety percent of La Crosse County residents 25 years old and older had at least a high school diploma and just over 25 percent of county residents had a bachelor's degree or higher. Statewide 85 percent of residents 25 and over have at least a high school diploma and 22 percent have at least a bachelor's degree.

La Crosse County residents substantially improved their educational standing as compared to the 1990 Census. In 1990, 82.6 percent of La Crosse County residents 25 and over were high school graduates and 21.1 percent of those 25 and over had a bachelor's degree or higher.



County Income Information

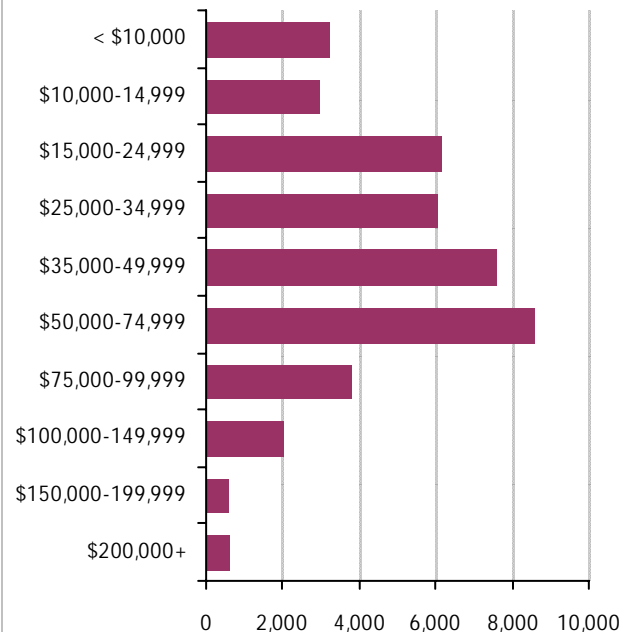
Median household income, detailed on the chart to the right, includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Mean income is the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households. According to Census 2000, La Crosse County median household income was \$39,472; nationally it was \$41,994 and it was \$43,791 at the state level.

In 1990, La Crosse County's median household income was \$26,857; and it grew 47 percent during the 90s decade, surpassing national growth rate of 40 percent and almost keeping pace with the state growth rate of 49 percent.

In 1990 and 2000, La Crosse County's median household income ranked first among the eight county Western Wisconsin area (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon). However, La Crosse did not report the highest percentage growth or numerical growth in Western Wisconsin in the 90s decade.

Households by Income Range

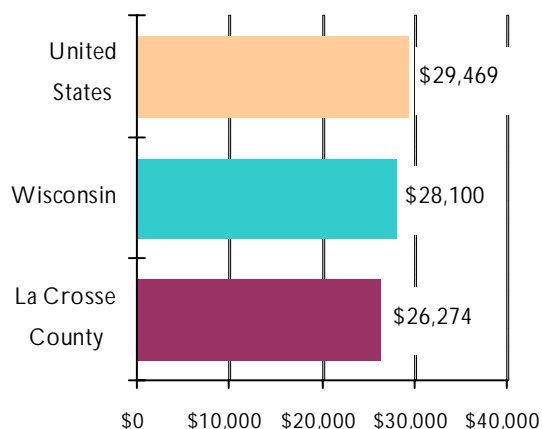
Median household income in La Crosse Co. \$39,472



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

La Crosse County's median household income increased by \$12,615, placing sixth out of the eight Western counties in terms of numerical growth. Jackson County was first in both numerical and percentage growth, increasing their median household income by \$15,606 and 73 percent during the 90s decade.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

